

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Alejandro Lopez

DATE: October 6, 1992

FROM: Shari Teitelbaum

SUBJECT: **Marketing Perceptions - \$22,700**

Project:

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct a total of six mini-focus groups for Merit Brand Review.

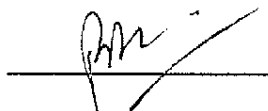
Budget:

The cost of conducting this research is \$22,700 and will be covered by the 1992 Consumer Research budget.

Competitive Bid:

Marketing Perceptions, Inc. was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez

A handwritten signature in dark ink, appearing to be 'AM' followed by a long horizontal stroke, is written over a solid horizontal line.

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